

ESTTA Tracking number: **ESTTA103790**

Filing date: **10/11/2006**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

### Opposers Information

Name	Gold Circle Films LLC
Granted to Date of previous extension	10/11/2006
Address	9420 Wilshire Boulevard Suite 250 Beverly Hills, CA 90212 UNITED STATES

Name	Big Wedding LLC
Granted to Date of previous extension	10/11/2006
Address	9420 Wilshire Boulevard Suite 250 Beverly Hills, CA 90212 UNITED STATES

Attorney information	Jennifer R. Petersen Koley Jessen P.C. One Pacific Place, 1125 S 103rd Street Suite 800 OMAHA, NE 68124 UNITED STATES ip@koleyjessen.com Phone: 402 390-9500
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### Applicant Information

Application No	78724390	Publication date	06/13/2006
Opposition Filing Date	10/11/2006	Opposition Period Ends	10/11/2006
Applicant	VIACOM INTERNATIONAL INC. 1515 BROADWAY NEW YORK, NY 10036 UNITED STATES		

### Goods/Services Affected by Opposition

Class 041.

All goods and services in the class are opposed, namely: Entertainment services in the nature of an on-going television series, featuring live action, comedy and drama; providing online information in the field of entertainment concerning television programs

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Signature	/jrp/
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Name	Jennifer R. Petersen
Date	10/11/2006

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No. 78/724,390  
Mark: FAB LIFE PRESENTS: MY BIG FAT FABULOUS WEDDING  
Publication Date: June 13, 2006

GOLD CIRCLE FILMS, LLC AND BIG  
WEDDING, LLC,

Opposers,

v.

VIACOM INTERNATIONAL INC.,

Applicant.

Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

In the matter of the application by Viacom International Inc., a Delaware corporation with an address of 1515 Broadway, New York, New York 10036, filed on September 30, 2005, under Serial No. 78/724390, seeking registration of the mark "FAB LIFE PRESENTS: MY BIG FAT FABULOUS WEDDING" for use in connection with entertainment services in the nature of an on-going television series, featuring live action, comedy, and drama; providing on-line information in the field of entertainment concerning television programs in international class 041, that application having been published in the Official Gazette on June 13, 2006 ("Applicant's Mark"). Opposers, Gold Circle Films, LLC, a South Dakota limited liability company, with a business address at 9420 Wilshire Blvd., Suite 250, Beverly Hills, California 90212 and Big Wedding, LLC, a California limited liability company, with a business address of 9420 Wilshire Blvd., Suite 250, Beverly Hills, California 90212, believe they will be damaged by the registration of Applicant's Mark and hereby oppose the same.

The grounds for this opposition are as follows:

1. Opposer Gold Circle Films, LLC is a South Dakota limited liability company, with a business address at 9420 Wilshire Blvd., Suite 250, Beverly Hills, California 90212. Opposer Big Wedding, LLC is a California limited liability company,

with a business address of 9420 Wilshire Blvd., Suite 250, Beverly Hills, California 90212.

2. Since December 1, 1998, Opposers have been continuously using the mark "MY BIG FAT GREEK WEDDING" ("Opposers' Mark") in connection with entertainment services, namely the production and distribution of plays and motion pictures ("Opposers' Services").

3. Opposers' date of first use precedes Applicant's date of first use, which has not been identified in the application to register Applicant's Mark.

4. On September 30, 2005, Applicant filed an application to register the mark "FAB LIFE PRESENTS: MY BIG FAT FABULOUS WEDDING" which Applicant intends to use with entertainment services in the nature of an on-going television series, featuring live action, comedy and drama; providing on-line information in the field of entertainment concerning television programs (collectively, "Applicant's Services").

5. Applicant's Mark was published for opposition on June 13, 2006.

6. Applicant's Mark, which is used in connection with Applicant's Services, so closely resembles Opposers' Mark used in connection with Opposers' Services as to constitute unfair competition under Section 43(a) of the Lanham Act and is likely to cause confusion, to cause mistake or to deceive as to the affiliation, connection, or association of Applicant's Mark with Opposers' Mark and/or as to the origin, sponsorship, or approval of Applicant's Mark by Opposers. Therefore, registration should be refused.

WHEREFORE, Opposer requests that Application Serial No. 78/724390 be denied and this Opposition be sustained.

This Notice of Opposition is filed electronically via ESTTA, together with the government filing fee of \$300 for each class. Please charge any deficiency in filing fees to Deposit Account No. 50-0771.

GOLD CIRCLE FILMS, LLC AND BIG  
WEDDING, LLC, Opposers

Dated: October 11, 2006.

By: 

Roberta Christensen

Jennifer R. Petersen

Koley Jessen P.C.,

A Limited Liability Organization

1125 South 103 Street, Suite 800

Omaha, NE 68124

Telephone: (402) 390-9500

Fax: (402) 390-9005

[rchri@koleyjessen.com](mailto:rchri@koleyjessen.com)

**Attorneys for Opposer**